

Original Article

Cultural Intelligence, Journalistic Function, and Ethical Principles: A Structural Equation Model on the Public Image of Broadcasters in Region XI

Alger P. Dura¹, Rinante L. Genuba², Mary Ann E. Tarusan³

Faculty, Professional Schools, University of Mindanao, Davao City, Philippines

Received Date: 02 August 2021

Revised Date: 04 September 2021

Accepted Date: 15 September 2021

Abstract - This study determined the best structural model for the public image of broadcasters in Region XI, Philippines. It likewise aimed to establish the relationship among its variables. Four hundred radio listeners participated in this study, and answered validated questionnaires. Descriptive statistics revealed that broadcasters in Region XI have high levels of cultural intelligence, journalistic function, ethical principles, and public image. Moreover, a strongly positive and significant relationship existed between the independent and dependent variables. The study also found that cultural intelligence, journalistic function, and ethical principles collectively influenced the public image of radio broadcasters by fifty percent. Interestingly, this study exposed that the journalistic function of broadcasters, consisting of the interpretive and populist-mobilize functions, is the best-fit model for the public image of broadcasters having passed all indices criteria of the goodness of fit. The findings suggest that radio broadcasters should concentrate on relevant social, cultural, and political issues confronting society and should give ordinary people a chance to express their views on subjects that are important to them.

Keywords - public administration, structural equation modeling, cultural intelligence, journalistic function, ethical principles, public image, Region XI, Philippines

I. INTRODUCTION

Reports of unethical conduct are widespread in the broadcast industry. Many broadcasters are reportedly accepting envelopes containing cash from politicians and other individuals in exchange for well-written press releases or reports, which is unethical. Worst, some of the media practitioners are called ACDC (attack-collect, defend-collect) because they do not pay attention to their journalistic role and principles [29], [50].

Thus, no one in journalism will deny that media corruption exists [38]. Florentino-Hofileña, [18], who is a veteran journalist and journalism educator, documented corruption incidences during elections. The media emerged to have the most critical influence on how people vote [49]. Media practitioners who skew their reportage because of money and other considerations, do a disservice to the citizens, and stunt the development of electoral politics resulting in tragic consequences on Philippine democracy [53].

The broadcasters' journalistic function, ethical principles, and cultural intelligence define, to a large extent, the level of their public image as perceived by the audience [2]. Therefore, it is essential that they abide by the standards of their profession, acquire expertise in their chosen field, develop competence in different tasks, and possess intelligence fitted to their functions and responsibilities. However, media today seem oblivious of these standards [52].

In Indonesia, for instance, the Indonesian media industry also appear to have a problem getting rid of bad habits they learned from previous administrations [5]. Their practice of accepting or even seeking gratuities remains prevalent in the profession. Many reporters continue to receive envelopes containing cash handed out at press conferences and other media events [36], [59].

In the Philippines, based on research released by the Philippine Center of Investigative Journalism, the bigger and more profitable media agencies manage to ensure that their front liners and gatekeepers stay the course of good journalism. However, in some cases, big media falter and fail the standards of professional and ethical conduct [38]. In the local setting, many reporters are reportedly accepting envelopes containing cash from politicians, and other individuals in exchange for a good press [29].



With the above incidents, the media has somehow lost its credibility and may eventually lose their face in the process. So, the researchers became interested to investigate the public image of broadcasters in Region XI, and find a structural model which best fits the public image of broadcasters.

The study sought to find the best-fit structural model for the public image of broadcasters. Further, the study had the following objectives: to assess the level of cultural intelligence of broadcasters in Region XI in terms of strategy, knowledge, motivation and behavior; to ascertain the level of journalistic function of broadcasters in Region XI in terms of interpretive function, adversarial function, dissemination function and populist-mobilize function; to evaluate the level of ethical principles of broadcasters in Region XI in terms of truth-telling, minimizing harm, independence, accountability, ethical ideologies, journalism ethics, methods of newsgathering and journalistic fabrication; and to determine the level of the public image of broadcasters in Region XI in terms of prestige, integrity, competence, and non-routine job nature.

Further, it aimed to determine the significant relationship between cultural intelligence, journalistic function, ethical principles, and public image of broadcasters; to establish which among the independent variables significantly influenced the public image of broadcasters; and lastly, to generate the best fit structural model for the public image of broadcasters.

Three hypotheses in this study were tested at 0.05 levels of significance: There is no significant relationship between cultural intelligence and public image; journalistic function and public image; and ethical principles and public image; there is no significant influence of cultural intelligence, journalistic function, and ethical principles on public image, and there is no best-fit structural model for public image.

This study anchors on the Principles of Public Service Broadcasting [58]. Tracy purported that in a public system, radio and television producers acquire money to make programs. In a commercial operation, radio and TV producers make programs to obtain money.

However, regardless of the system, cultural intelligence, journalistic function, and ethical principles should be the core of broadcasting since these define the broadcasters' public image. In other words, audiences will always put a tag on how the press operates based on moral principles. The potential worth of the broadcasting institution is weighed based on how they observe the fundamental principles upon which they are built. Using this theory in the context of this study suggests that how broadcasters display their cultural

intelligence, journalistic function, and ethical principles define their public image.

Further, the Social Exchange Theory by John Thibaut and Harold Kelley [57] underpins this study, which suggests negotiated exchanges between parties, and the formation of human relationships based on cost-benefit analysis and the comparison of alternatives. In this study, the theory suggests that radio and tv audiences will give credence to broadcasters who have given them better news; news acquired following the basic principles of broadcasting such as fairness, truth, integrity, and respect for human dignity.

II. REVIEW OF LITERATURE

With globalization, cultural intelligence becomes more vital for organizations [21]. For instance, in the broadcast industry, broadcasters and journalists who possess a high level of cultural intelligence are bridges which connect the knowledge gaps in organizations as they educate people about cultural differences and help build smooth interpersonal processes in a multicultural workforce. They have the potential to drive up innovation and creativity [3].

In Mahadiyar's [37] study on the role of the media in strengthening inter-ethnic unity in Afghanistan, media is also an effective tool for influencing public opinion, and has the ability to strengthen inter-ethnic unity in a diverse country filled with problems caused by among others, ignorance, discrimination and ethnic blasphemy.

To understand the term better, Cultural Intelligence or Cultural Quotient (CQ) is a recent term used in different areas such as in business, education, government, and academic research. It is the capability to relate and work effectively across cultures. Initially, the term cultural intelligence and the abbreviation "CQ" were developed by [4] as a researched based way of measuring and predicting intercultural performance. Earley and Ang [14] coined this concept and Livermore [35] developed it. The idea is related to cross cultural competence [22], but goes beyond to look at intercultural capabilities as a form of intelligence that can be measured and developed.

People with higher CQ's are regarded as better able to successfully blend into any environment using more effective business practices, than those with a lower CQ. CQ is assessed using the academically validated assessment created by [4]. Cultural intelligence or cultural quotient has proven to consistently predict trust and confidence in the performance of broadcasters and journalists in multicultural settings[43].

Broadcasters and journalists can exercise and display their cultural intelligence by using properly calibrated words so as not to offend other parties. Broadcasters and journalists who have these abilities can help promote peace and mend

relationships that were once hurt by insensitivities [48]. For Johnson[23] there are strategies to increase cultural intelligence, namely; understanding cultural history, experiencing a different culture, and learning new languages.

Broadcast journalism, according to Fleming[17], are news and journals "broadcast" or published by electrical methods such as printed newspapers and posters. The broadcast includes radio, television, and the internet. This type of media disperses pictures (static and moving), visual text, and sounds. Radio and television are designed to be heard and seen sooner and more often than a daily or weekly newspaper [17], [41].

In broadcast journalism, broadcasters and journalists do investigative researches for television, radio and the internet. The aim is to achieve a balanced, accurate, and exciting way of conveying news through news bulletins, documentaries, and other factual programs. They can occupy some roles within the media, including being an editor, reporter, presenter/news anchor, producer, and correspondent [16].

In this study, the journalistic functions of broadcasters include the interpretive, adversarial, dissemination and populist-mobilize functions. Interpretive refers to how a broadcaster analyzes and interprets the problem, adversarial refers to the cynicism of a broadcaster towards the public and private officials, dissemination refers to the way a broadcaster delivers information to the public, and populist-mobilize refers to the manner in which a broadcaster relates and interacts with the audience or the masses[63].

Broadcasters follow specific moral principles when broadcasting. These moral principles include truth-telling, minimizing harm, independence, accountability, ethical ideologies, journalism ethics, methods of newsgathering, and journalistic fabrication. In the Philippines, broadcasters have to abide by the provisions in the Broadcast Code of the Philippines 2007 [7], such as being responsible for honest, fair, and culturally sensitive reporting. More importantly, media practitioners are required to promote national unity towards the country's growth and development [25].

One of the intangible assets that broadcasters should keep is an untarnished public image [24], [61]. For a media practitioner to be believable, he/she has to be credible. The main reasons are simple: journalism itself is supposed to provide people with stories and information to govern themselves; journalists contribute to how people look at the news; and journalism is influenced by popular culture, which tells how media ought to be [15].

Furthermore, Van den Bogaerd and Aerts [61] reiterated that positive reputation of media is generally taken to be a valuable intangible resource giving it competitive advantage; in fact, a positive reputation creates value for a

firm. Media reputation reflects their stories, anecdotes, and other discursive elements. Media expands the spectrum of reputation risks, and boosts risk dynamics which can have notable effects on corporate level strategic endeavors [39], [44].

At present, the media connects public information and direct knowledge or experience, especially of people who are far from where the action takes place. However, Happer nad Philoa[19] found that the media also severely limits the information with which listeners and viewers understand these issues. Some authors argued that media are supposed to feed audiences with the truth that would alter the way they respond to issues that matter to them and that their response would somehow drive the audience to positive public engagement, but these are not happening [46], [47].

Moreover, the Pew Research Center[45] declared that in recent years, the public image of journalists and their perceived contribution to society have declined. Research findings disclosed that only 28% of American adults believe journalists contribute "a lot" to society's well-being. About the same percentage (27%) think journalists contribute "not very much" or "nothing at all," while 42% of Americans think journalists contribute "some" to society. Alarmingly, compared with other professions, journalists dropped the most (10 percentage points) in public esteem since 2009, when 38% of Americans said journalists contributed "a lot" to society [51], [64].

As a corollary, Gallup's poll [55] revealed that the trust of the American public in the media in 2016 has fallen to its lowest point since 1972. The results showed that 32% of the respondents have "a great deal" or "a fair amount" of trust in the mass media. This result is lower by eight-percentage-point compared to 2015. The decline of people's confidence in the press has been occurring for more than a decade, showing that people are losing their faith in an institution designed to inform the public. Media personnel do not anymore have the credibility that audiences and listeners are expecting to hear and see. Moreover, viewers are no longer satisfied with how the media bring out the news to the public[45], [51], [64].

III. RESEARCH METHHODOLOGY AND DATA COLLECTION

This study utilized a quantitative research design, particularly the causal-comparative method. This method was used to develop and employ mathematical models, theories, and or hypotheses about a phenomenon. Besides the quantitative design, the use of descriptive-correlation was necessary since the study measured the varying levels of association of variables. The use of a descriptive-correlation method when the aim is to look into the varying strengths of the relationship of variables [54], [60] is particularly useful in this study because one of the objectives of this research

was to investigate the interrelationship of broadcasters' cultural knowledge, journalistic role, ethical standards, and public image.

Moreover, Structural Equation Modeling (SEM) was also vital in achieving the best fit model for public image that may help as a basis for designing an intervention program among radio stations. SEM is an advanced multivariate technique to examine simultaneously multiple dependence relationships between variables.

The use of SEM in this study was advantageous because every SEM analysis goes through the steps of model specification, data collection, model estimation, model evaluation, and possibly model modification. So, when the hypothesized model gets rejected based on the goodness-of-fit of statistics, the researcher would be interested in finding an alternative model that fits the data. This process prevents the waste of the researcher's time of [26].

A. Research Locale

The conduct of this study was in the Davao region, particularly in Davao Del Sur (Davao City and Digos City), the provinces of Davao del Norte (Island Garden City of Samal, Panabo City, Tagum City) and Davao Oriental (Mati City). Region XI is the administrative designation of Davao region. The regional center is Davao City, with a population of about 1.7 million. The entire region has 5 million people, based on the 2015 census.

B. Population and Sample

The respondents of this study were 400 radio broadcast listeners in Region XI. The determination of sample size was through a margin of error estimates. According to [6], [11], [27], [33], a population size of 100,000+ will yield a sample size of 400 when calculating using a $\pm 5\%$ margin of error. Since the radio listeners in Region XI were estimated to be more than a hundred thousand people, the population sample was 400.

It was necessary to divide the sample size among cities equally. The cities comprise Davao City, Digos City, Island Garden City of Samal, Panabo City, Tagum City, and Mati City. Each of these cities were assigned a quota of 67 samples. Quota sampling was used here because the researcher set an equal number of the target population in each municipality [10].

C. Research Instrument

This study utilized four data gathering tools, namely: broadcaster's cultural knowledge [62], journalistic function [63], ethical standards[13] and public image [32]. Items in the original questionnaires were modified and contextualized for the local setting. The respondents rated each statement about the broadcasters (which they often listened to on the radio) using the 5-point Likert's scale: from strongly agree (a

rate of 5) to strongly disagree (a rate of 1). The scores/responses were then interpreted using the scale.

Shown is the standard criterion of the goodness-of-fit for structural models. For an index value to be valid, it must fall within the standard measure stipulated.

Goodness of Fit Standard Criterion Statistics for Structural Models

Chi-square	large value
P value	>0.05
Chi Square/Degrees of Freedom (CMIN/DF)	<5
Normative Fit Index	>0.90
Comparative of Fit Index	>0.90
Goodness of Fit Index	>0.90
Tucker-Lewis Index	>0.90
Root Mean Square Error of Approximation (RMSEA)	<0.05
P close	>0.50

D. Data Collection

After the endorsement from the academic offices involved, the researchers sought the permission of the listener to be included as the respondent of the survey. One of the researchers, as a radio broadcaster, would ask for the address of the radio callers during his airtime. Sixty-seven listener-callers from each city sufficed for the 400 sample size. Whenever the radio listener callers agreed, the researcher would ask for their contact number and address, and they were given the time and venue for the gathering of data. The schedule of data gathering took place after the identification of all 67 respondents per city. The researchers explained the questionnaire to the respondents and entertained clarification questions. The instructions were clear, emphasizing that no item in the survey should be left unanswered. Retrieval was immediately done after the respondents had answered. Responses were encoded and submitted for statistics and interpretation.

E. Statistical Tools

The statistical tools used to analyze the data were the Mean, to measure the levels of cultural knowledge, journalistic role, ethical standards, and public image of broadcasters; the Pearson -r to determine the significance of the relationship between the exogenous and endogenous variables; Regression Analysis; to determine the significant predictors of the public image of broadcasters, and Structural Equation Modeling, used to determine the best structural model for the public image of broadcasters.

IV. RESULTS AND DISCUSSIONS

A. Cultural Intelligence of Broadcasters in Region XI

Displayed in Table I is the summary of the level of cultural intelligence of broadcasters in Region XI. The overall mean rating was 3.56, with a standard deviation of 0.59, and a verbal description of high. The high mean rating meant that the cultural intelligence of broadcasters in Region 11 was always evident. Notably, the indicators of the level of cultural intelligence of hosts in Region 11 were sorted out from highest to lowest as follows: motivation got the biggest mean score (M=3.59; SD=0.67), followed by strategy (M=3.58; SD=0.66), behavior (M=3.55; SD=0.70), and knowledge (M=3.54, SD=0.66). All these mean scores were at high levels, meaning that radio broadcasters often manifest cultural intelligence in motivation, strategy, and knowledge. The cultural intelligence of broadcasters is vital so that they would not offend the

**TABLE I
LEVEL OF CULTURAL INTELLIGENCE OF
BROADCASTERS IN REGION XI**

Indicator	Mean	SD	Descriptive Level
Strategy	3.58	0.66	High
Knowledge	3.54	0.71	High
Motivation	3.59	0.67	High
Behavior	3.55	0.70	High
Overall	3.56	0.59	High

listeners, especially in topics that need careful understanding, e.g. those that touch on other cultures' values and religious beliefs.

B. Journalistic Function of Broadcasters in Region XI

The journalistic function of broadcasters in Region XI was high, as evidenced by an overall mean score of 3.61 with a standard deviation of 0.54. The high result meant that broadcasters often manifest these crucial functions such as interpretative, adversarial, dissemination, and populist-mobilizer.

Data in Table II revealed that the dissemination function got the biggest mean score (M=3.76; SD=0.65). The interpretive part had a mean of 3.71 and an SD of 0.91. In comparison, the populist-mobilizer function got a mean of 3.62 with a standard deviation of 0.65. All these mean scores were high levels. Of the four indicators of the journalistic process, only the adversarial function got a moderate level mean score (M=3.35; SD=0.70).

**TABLE II
LEVEL OF JOURNALISTIC FUNCTION OF
BROADCASTERS IN REGION XI**

Indicator	Mean	SD	Descriptive Level
Interpretative Function	3.71	0.91	High
Adversarial Function	3.35	0.70	Moderate
Dissemination Function	3.76	0.65	High
Populist-Mobilizer Function	3.62	0.65	High
Overall	3.61	0.54	High

C. Ethical Principles of Broadcasters in Region XI

Data in Table III showed that broadcasters' overall level of ethical principles was high at a mean of 3.42, and a standard deviation of 0.74. Of the eight indicators of the moral tenets, six got high levels, while two got moderate levels.

The result meant that the respondents agreed that the broadcasters have often manifested the following ethical principles: Journalism Ethics (SD=0.83, M=3.65); Minimizing Harm (SD=0.69, M=3.62); Accountability (SD=0.65, M=3.59); Ethical Ideologies (SD=0.64, M=3.56); Truth Telling (SD=0.67, M=3.45); and Minimizing Harm (SD=0.69, M=3.62). Moreover, the respondents were moderate on the following ethical principles of broadcasters: Methods of News Gathering (SD=0.84, M= 3.13) and Journalistic Fabrication (SD=0.97, M=2.89). The standard deviations revealed that all responses were near the mean and were more or less the same.

**TABLE III
LEVEL OF ETHICAL PRINCIPLES OF
BROADCASTERS IN REGION XI**

Indicator	Mean	SD	Descriptive Level
Truth Telling	3.45	0.67	High
Minimizing Harm	3.62	0.69	High
Independence	3.45	0.64	High
Accountability	3.59	0.65	High
Ethical Ideologies	3.56	0.64	High
Journalism Ethics	3.65	0.83	High

Methods of News Gathering	3.13	0.84	Moderate
Journalistic Fabrication	2.89	0.97	Moderate
Overall	3.42	0.74	High

D. Public Image of Broadcasters in Region XI

The overall level of the public image of broadcasters in Region XI was high at a 3.46 mean score and a standard deviation of 0.51. The score indicated that broadcasters often manifest the statements in the questionnaire. Table IV revealed the following scores, prestige (SD=0.67, M=3.70), integrity (SD=0.69, M= 3.60), and competence (SD=0.72, M=3.73). The mean levels were high, which indicated that broadcasters in Region XI often demonstrated prestige, integrity, and competence in their job. The non-routine job nature had these scores (M=2.92; SD=1.06). It meant that broadcasters demonstrated this behavior occasionally. Below is the data for the public image of broadcasters.

**TABLE IV
LEVEL OF PUBLIC IMAGE OF BROADCASTERS IN REGION XI**

Indicator	Mean	SD	Descriptive Level
Prestige	3.70	0.67	High
Integrity	3.60	0.69	High
Competence	3.73	0.72	High
Non-routine Job Nature	2.92	1.06	Moderate
Overall	3.46	0.51	High

E. Relationship between Cultural Intelligence, Journalistic Function, Ethical Principles and Public Image of Broadcasters

Displayed in Table V is the correlation test result. The data showed that the relationship between the independent and dependent variables was strong, positive, and significant. The data revealed an enormously substantial relationship between cultural intelligence and journalistic function of broadcasters in three indicators for public image, except non-routine job nature. Cultural intelligence obtained an overall coefficient of correlation of .658, and journalistic function of broadcasters got a correlation coefficient of .613, which was significant at p-value .000. On the other hand, the ethical principles of broadcasters significantly correlate with all the indicators of public image. The overall correlation coefficient was .616; significant at a p-value <0.05. The positive relationship of these variables meant that every increase in

the level of cultural intelligence, journalistic function, and ethical principles will increase the level of the public image of broadcasters.

**TABLE V
SIGNIFICANT RELATIONSHIP BETWEEN CULTURAL INTELLIGENCE, JOURNALISTIC FUNCTION, ETHICAL PRINCIPLES, AND PUBLIC IMAGE OF BROADCASTERS**

Independent Variables	Public Image				
	Prestige	Integrity	Competence	Non-routine Job Nature	Overall
Cultural Intelligence	.601** (.000)	.664** (.000)	.655** (.000)	.001 (.988)	.658** (.000)
Journalistic Function	.589** (.000)	.594** (.000)	.593** (.000)	.013 (.746)	.613** (.000)
Ethical Principles	.497** (.000)	.527** (.000)	.493** (.000)	.229** (.000)	.616** (.000)

F. Combined Influence of Cultural Intelligence, Journalistic Function and Ethical Principles on the Public Image of Broadcasters

In Table VI is presented the regression analysis that determined the combined influence of the independent variables on the public image of broadcasters. The simple linear regression result revealed an F-ratio of 201.654 which is significant at p<0.001. This regression model is therefore, significant; thus, the rejection of the null hypothesis. The model conveyed that broadcasters' cultural intelligence, journalistic function, and ethical principles significantly predicted their public image.

TABLE VI
SIGNIFICANCE OF THE COMBINED INFLUENCE
OF CULTURAL INTELLIGENCE, JOURNALISTIC
FUNCTION, AND ETHICAL PRINCIPLES ON THE
PUBLIC IMAGE OF BROADCASTERS

Public Image				
Variables	B	β	t	Sig.
Cultural Influence	.305	.358	8.083	.000
Journalistic Function	.168	.178	3.924	.000
Ethical Principles	.277	.261	6.277	.000
R	.711			
R2	.505			
F	201.654			
ρ	.000			

Moreover, the regression model showed that the combined influence of the three factors on the public image was 50.5 percent, which was significant at $p < 0.001$. The model implied that cultural intelligence, journalistic function, and ethical principles can explain half of the broadcasters' public image. In contrast, the other half may be attributed to other factors not covered in this study. The different percentage influence of every variable in the study revealed that cultural intelligence could influence public image by 46.9%, journalistic function by 38.2%, and ethical principles by 41.1%. The F-ratio showed the predictive capability of the combined influence of the exogenous variables on the endogenous variable.

G. Establishing the Best Structural Model

In achieving the best-fit model for public image, four alternative models were tested. The researcher used two different frameworks to test each model: a measurement and a structural model. The measurement model represented the measure loads on each factor to their latent constructs, while the structural model defined the relationships among the latent variables. Moreover, the assessment of the model fit becomes the basis of whether to accept or reject the hypothesis. The study wanted to establish the relationship between exogenous and endogenous variables and the causality of the relationship of the latent variables.

Specific parameters referred to as estimates guide the Structural Equation Modeling Analysis. These parameter estimates indicate the magnitude and direction of the relationships among the variables. A model fit is one in which all the parameter estimates have been satisfactorily satisfied. The generated models, other than the best-fit model, were not anymore presented in this paper.

H. Direct and Indirect Effect of the Journalistic Function on Public Image in Model 4

Reflected in Table VII is the direct and indirect effect of journalistic function on public image. Of all the variables tested for direct and indirect impact, only the journalistic part showed an immediate impact on public image, as shown by a coefficient of .845. This value reflects the magnitude of effects that journalistic function has on public image. The other two independent variables, cultural

TABLE VII
THE DIRECT AND INDIRECT EFFECTS OF THE
JOURNALISTIC FUNCTION ON PUBLIC IMAGE AS
SHOWN IN MODEL 4

Variables	Direct Effect	Indirect Effect	Total Effect
Journalistic Function	.845	-	.845

intelligence and ethical principles did not show any effect on public image, whether direct or indirect.

I. The Goodness of Fit Measures in Model 4

Presented in Table VIII is the goodness-of-fit indices. These indices are the basis of the model fitting in this study. The data in the table revealed a highly acceptable model fit since all the values fall within each of the set criteria.

The chi-square yielded a 1.457 model fit value with a probability value of .178, well beyond the criterion of $p > 0.05$. The value of the chi-square indicates an excellent model fit to the data. The RMSEA index also strongly supported this model having obtained a .028 index (criterion: < 0.05), with a corresponding p-close value of .837 (criterion: > 0.05).

Moreover, indices such as those of the Normed Fit Index (NFI), .993; Goodness of Fit Index (GFI), .994; Tucker Lewis Index (TLI), .995; and Comparative Fit Index (CFI), .998 are all consistent with the criterion set for them, which indicated a perfect model fit. Further, the regression weights were estimated to measure the effects between measured and latent variables. As shown in Table IX, the model suggests that journalistic function is a strong

**TABLE VIII
THE GOODNESS OF FIT MEASURES IN MODEL 4**

INDEX	CRITERION	MODEL FIT VALUE
CMIN/DF	< 5	1.457
P-value	>0.05	.178
NFI	>0.95	.993
TLI	>0.95	.995
CFI	>0.95	.998
GFI	>0.95	.994
RMSEA	<0.05	.028
P-close	>0.05	.837

Legend: CMIN/DF – Chi-Square/Degrees of Freedom
 NFI – Normed Fit Index
 GFI – Goodness of Fit Index
 TLI – Tucker-Lewis Index
 RMSEA – Root Mean Square of Error Approximation
 CFI – Comparative Fit Index

**TABLE IX
ESTIMATES OF VARIABLE REGRESSION WEIGHTS IN MODEL 4**

			Estimate	S.E.	Beta	C.R.	Pvalue
Public_Image	<- --	Jour_func	1.008	.083	.845	12.076	***
PF	<- --	Jour_func	1.000		.725		
IF	<- --	Jour_func	1.234	.098	.634	12.571	***
PR	<- --	Public_Image	1.000		.833		
IY	<- --	Public_Image	1.094	.044	.883	24.822	***
CO	<- --	Public_Image	1.060	.046	.824	23.030	***
NJ	<- --	Public_Image	-.047	.068	-.031	-.699	.484

Legend: Jour_func = Journalistic Function
 IF = Interpretive Function
 PF=Populist-mobilizeFunction
 CO=Competence
 Public_Image = Public Image
 NJ=Non-routine JobNature
 PR = Prestige
 IY = Integrity

predictor of public image as indicated by its beta of .845 with a highly significant p-value.

On the other hand, the latent variable public image was highly representative of the measured variables prestige (B=.833), integrity (B=.883), and competence (B=.824). However, the public image does not represent the calculated non-routine job nature, with a beta value of -.031 and a p>0.05.

J. Model Development

Finding the best-fit model for the public image was one of the main objectives of this study. The calculations yielded four models generated out of the proposed model in Figure 1. Table 10 contains a summary of the models.

All indices must be consistent with the acceptable ranges to identify the best fit model. First, the Chi-square/degrees of freedom (CMIN/DF) value should be less than 5, with its corresponding p-value greater or equal to 0.05. Second, the Root Mean Square of Error Approximation (RMSEA) value must be less than 0.05, and its corresponding p-close value must be greater or equal to 0.05. The other indices such as the Normed Fit Index (NFI), Tucker-Lewis Index (TLI), Comparative Fit Index (CFI), and Goodness of Fit (GFI) must be all greater than 0.95. The first structural model generated showed the direct causal relationship of the exogenous variables (cultural intelligence, journalistic function, and ethical principles) to the endogenous variable (public image). The model was a poor fit since not all indices reached the acceptable ranges. The second structural model

**TABLE X
SUMMARY OF GOODNESS OF FIT MEASURES OF THE FOUR GENERATED MODELS**

Model	Pvalue (>0.05)	CMIN/DF (<5)	NFI (>0.95)	TLI (>0.95)	CFI (>0.95)	GFI (>0.95)	RMSEA (<0.05)	Pclose (>0.05)
1	0.000	13.875	.687	.624	.701	.703	.147	.000
2	0.000	10.417	.768	.725	.784	.785	.126	.000
3	0.000	4.510	.943	.931	.955	.925	.077	.000
4	.178	1.457	.993	.995	.998	.994	.028	.837

Legend: CMIN/DF–Chi-Square/Degrees of Freedom
 NFI– Normed Fit Index
 GFI– Goodness of Fit Index
 TLI– Tucker-Lewis Index
 RMSEA– Root Mean Square of Error Approximation
 CFI–Comparative Fit Index

generated showed the interrelationship of the exogenous variables and its causal relationship on the endogenous variable. Again, not all indices fit all the given criteria; hence, a poor fit. The third structural model generated depicted a causal link of the variables towards gender equality and their relationships. Still, the model was not a good fit because all values were outside the range criterion for each index.

Finally, a modified model showing the direct link of the journalistic function (exogenous variable) to public image (endogenous variable) and their relationship with each other showed a good fit model. It did not establish an indirect link. In this model, all indices fit each criterion range: CMIN/DF= 1.457, p-

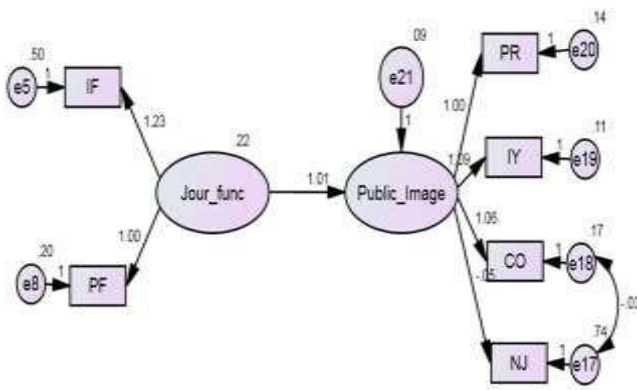


Figure 7. The Best-Fit Model for Public Image

Legend: Jour_func = Journalistic Function
 IF = Interpretive Function
 PF = Populist-mobilize Function
 Public_Image = Public Image
 PR = Prestige
 IY = Integrity
 CO = Competence
 NJ = Non-routine Job Nature

value=.178; RMSEA=.028, p-close=.837; all other indices such as NFI, TLI, CFI, and GFI are all greater than 0.95. This result rejected the hypothesis, which claimed that there is no best-fit model for public image. In Fig. 7 is shown the best fit model for the public image of broadcasters.

K. Cultural Intelligence, Journalistic Function, and Ethical Principles of Broadcasters in Region XI

The levels of cultural intelligence, journalistic function, ethical principles, and public image of broadcasters in Region XI were high. The high-level results meant that these characteristics were always evident among the commentators in the region.

There were four indicators under cultural intelligence: strategy, knowledge, motivation, and behavior, which obtained a high mean rating. The high mean rating means that the respondents agreed that the broadcasters they listened to on radio displayed these characteristics often. As for strategy, the respondents agreed that the commentators were conscious of their interaction with people from different cultural backgrounds. Further, they had to adjust with the way they speak their views on some issues, especially those that would touch on language, values and religious beliefs of other cultures, and marriage systems[62].

In terms of motivation, the respondents agreed that the broadcasters enjoy interacting with people from different cultural backgrounds and have the skill to socialize with unfamiliar people. In terms of behavior, respondents agreed that they often heard broadcasters changing their verbal accent or tone and even the rate of speaking when communicating with people from different cultural backgrounds. Hosts know when to talk and what words to use.

The cultural intelligence of broadcasters is crucial so they cannot offend the listeners who may not belong to their culture, especially in topics that need careful understanding, such as those that touch on cultural values and religious beliefs [21]. Broadcasters and journalists who possess a high level of cultural intelligence play an essential role in bridging the divides and knowledge gaps in an organization: educating their peers about different cultures; transferring knowledge between otherwise disparate groups; helping to build interpersonal connections, and smoothing the interpersonal processes in a multicultural workforce. They have the potential to drive up innovation and creativity [3]. Broadcasters and journalists can exercise and display their cultural intelligence by using properly calibrated words which would not offend other parties. Commentators and journalists with these abilities can help promote peace and mend relationships once hurt by insensitivities [48].

There are also four journalistic functions of broadcasters: interpretative, adversarial, dissemination, and populist-mobilizer; which, according to the survey, the commentators often manifest in their work. The interpretive function involves analyzing and interpreting complex problems, investigating claims and statements made by the government, and discussing national policy while developing. As for the adversarial role of broadcasters, this means that they are continually being skeptical of actions taken by public officials, suspicious of activities by businesses and corporations, and being less critical of public officials when in a national crisis. The dissemination function of broadcasters includes getting information to the public quickly, providing entertainment and relaxation, and staying away from unverifiable stories. Lastly, the populist-mobilizer role involves developing intellectual and cultural

interests, giving ordinary people a chance to express their views on public affairs, setting the political agenda, and influencing public opinion [63].

Accordingly, radio and television broadcast is designed to be seen and heard sooner and more often than a daily or weekly newspaper [17], [41]. Broadcasters do much research because they aim to present balanced, accurate, and exciting information through news bulletins, documentaries, and other factual programs. They occupy roles within the media, including being an editor, reporter, presenter/news anchor, producer, and correspondent [16].

The ethical principles of broadcasters revolve around truth-telling, minimizing harm, independence, accountability, moral ideologies, journalism ethics, methods of news gathering, and journalistic fabrication. The respondents agreed that the broadcasters manifested these principles often in that broadcasters follow specific ethical principles when broadcasting. For example, in the Philippines, hosts must abide by the Broadcast Code of the Philippines (2007) [7]. Regulatory bodies continue to shape how media handle legal and ethical issues [12], [56]. In India, while their Constitution guarantees the right to free speech and information on matters of public concern, carriers of news and information have to follow fundamental principles [42].

L. Public Image of Broadcasters in Region XI

There are four indicators of public image: prestige, integrity, competence, and non-routine job nature. These were all rated high by the respondents. The high rating signified that respondents agreed that the broadcasters often manifest these characteristics in their job. Prestige in broadcasting means that broadcasting work is an occupation highly respected in the community. Broadcasting work provides an excellent opportunity for the advancement of listeners, shows that the broadcasting profession is high in status and prestige, and that a broadcaster's job is better than most other job opportunities nowadays [61]. Importantly, prestige in broadcasting means that broadcasting is clean work [15], [24].

As for integrity, the respondents believed that broadcasters are reliable and competent, trustworthy and do not abuse their rights and privileges. Broadcasters are ready to put the public interest first, perform a vital role in maintaining a balance between commentaries, and as commentators, be competent in solving the problem of listeners [15], [61]. Similarly, as an indicator of the public image, competence includes being very well trained, adequately prepared to meet listeners' needs, adequately trained to handle complaints from listeners, and preferring to use their connections to help the interested public. The non-routine jobs mean that broadcasters are paid to sit in the office from 8:00 in the morning to 5:00 in the afternoon

doing paperwork [32]. Essentially, an untarnished public image is significant for broadcasters to be believable [24], [61]. For a host to be reasonable, he has to be credible [15].

M. Relationship between Cultural Intelligence, Journalistic Function, Ethical Principles and Public Image of Broadcasters

The correlation test revealed that broadcasters' cultural intelligence, journalistic function, and ethical principles have substantial correlations with three indicators of public image. The relationship is also positive, which means that as these independent variables increase in their level, the dependent variable, which is public image, would also increase. In other words, if the broadcaster would want to have an excellent general idea, then they would have to obtain and practice higher cultural intelligence, journalistic function, and ethical principles.

Many research findings have underscored the correlation between cultural intelligence and public image. For instance, Livermore [35] found that executives across organizations having high cultural intelligence scores could negotiate and close contracts cross-culturally. Zielinski [65] observed the same finding in tailoring market campaigns to diverse audiences. He found that media personnel whose campaigns are culturally sensitive were able to appeal to different audiences successfully. Most importantly, Ng, Van Dyne, and Ang[43] declared that cultural intelligence or cultural quotient consistently proved to predict trust and confidence among people in multicultural settings.

In the same way, Lee [30] found that the journalistic functions of broadcasters mediate the relationship between broadcasters' activities and the audience perceptions of the media. In other words, the public is very particular about how hosts function. In the eyes of the audience and listeners, the public image of broadcasters is defined by the way broadcasters perform in their work.

Likewise, ethical principles and public image have a strong association [1], [20]. These authors claimed that the moral principles of broadcasters have a considerable influence on their public image. In the context of journalism, ethical principles revolve around the question of what is good and what is right journalistically [28]. Muñoz-Torres [40] contended that objectivity is an ever revolving, elusive concept and is differently interpreted or valued depending on regions and cultures.

N. Combined Influence of Cultural Intelligence, Journalistic Function and Ethical Principles on the Public Image of Broadcasters

The regression analysis results showed that fifty percent of the combined influence of cultural intelligence, journalistic function, and ethical principles impacts the

public image. This value means that the regression model is significant and rejects the null hypothesis claiming no considerable influence of these exogenous variables on public image. The model conveys that broadcasters' cultural intelligence, journalistic function, and ethical principles significantly predict their public image.

Further, the result of the linear regression implies that the combined influence of cultural intelligence, journalistic function, and ethical principles could explain the public image of broadcasters by only fifty percent, leaving the rest of the fifty percent to other factors not included in this investigation.

O. Establishing the Best Structural Model

There were four models generated in this study. The first three models did not meet the goodness of fit indices. However, Model 4 emerged as the best-fit structural model for public image. The criteria used for the goodness of fit of the model are the following: CMIN/DF–Chi-Square/Degrees of Freedom; NFI– Normed Fit Index; GFI– Goodness of Fit Index; TLI– Tucker-Lewis Index; RMSEA– Root Mean Square of Error Approximation, CFI–Comparative Fit Index; P-close; and P-value.

Of the four models generated, Model 4 met all the goodness –of-fit criteria, making it the best-fit model. This model revealed the journalistic function of broadcasters as the best-fit structural model for public image, being the only independent variable that directly affects the public image by more than eighty percent. The result implies that journalistic function is the strongest predictor of the public image than the other two independent variables combined. Although the regression test revealed that the three independent variables have a positive, reliable, and significant relationship with the dependent variable, the regression analysis proved that only journalistic function could influence the public image of broadcasters.

The result suggests that broadcasters should do their journalistic functions to attain the highest level of the public image, especially among their avid listeners.

V. CONCLUSIONS

Broadcasters in Region XI possess a high level of cultural intelligence, journalistic function, ethical principles, and public image; which suggest that these people are credible sources of information and worthy of the time that listeners afford them. Moreover, a significant relationship exists between cultural intelligence and public image, journalistic function and public image and ethical principles and public image of broadcasters, indicating that cultural intelligence, journalistic function, and ethical principles are functions of public image. Further, cultural intelligence, journalistic function, and ethical principles can significantly influence the public image of broadcasters in the sense that a

broadcaster who wants to uplift his public image should work on those three factors.

The above findings affirm the theories and propositions upon which this study is anchored. The results confirm Michael Tracey's Principles of Public Service Broadcasting, which purports that even if the goal of radio and television producers is to make money, these institutions, including their broadcasters, should demonstrate the ethical principles in carrying out their functions[58]. Further, the findings affirmed Thibaut and Kelley's Social Exchange Theory which asserts the cost-benefit relationship between parties. It suggests that radio and TV audiences give high public image ratings to broadcasters that follow the fundamental ethical principles of broadcasting, such as fairness, truth, integrity, and respect for human dignity[57].

Further, the findings confirmed these propositions: Cultural intelligence or cultural quotient predicts trust and confidence among people in multicultural settings[43]. Journalistic functions determine the public image of broadcasters and the image of the corporation or organization they represent [8], [9]. Ethical principles and public image have a significant relationship with, and significantly influence public image [1], [20].

Furthermore, the journalistic function of broadcasters is the best-fit model for public image, which suggests that broadcasters are a source of valid information who educate the audience about what is happening in their community, country, and the world. The journalistic function of broadcasters demands that they transmit valid and reliable information to the public. News that is free of any disinformation schemes would elevate the public image of broadcasters.

The high ratings on cultural intelligence, journalistic function, and ethical principles of broadcasters indicate the need to level up the style of radio broadcasting in the country. Therefore the researchers recommend the professionalization of the broadcast industry. There should be a law that would require all media practitioners to pass the professional licensing requirement. This would raise the bar on the quality of the news and information and the process of conveyance to the public.

In addition, administrators of radio outfits may require intensive training, especially for new hires, before they could be eligible for on-air broadcasts. Intensive training could enhance the cultural intelligence, journalistic function, and ethical principles of broadcasters. Not all media personnel have formal training in broadcasting, news writing, and the like. Therefore, intensive pre-training would help increase their knowledge about, and respect for culture and the responsibilities and accountabilities that the job requires. Since the correlation test and the regression

analysis yielded significant results; thus, following all these recommendations would result in a very high public image of broadcasters. Finally, future researchers may conduct studies involving broadcasters or the media industry using qualitative methods to validate the findings of this study.

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